
INDEX OF ARTICLES: JANUARY-DECEMBER 1979

JANUARY 1979

- Milan Furniture Fair Exhibitors Stress Quality in Image.** pp. 48-53. U.S. importers find little new, but emphasize that attendance is necessary to cement supplier relations, uncover directions.
- Steelcase Study Reveals More Open Plan in Office Future.** pp. 102-108. Opinion analyst Louis Harris scrutinizes attitudes on office design, sees preference for private offices as open plans proliferate, need for more thorough client orientations.
- 1979 Product File: Desks, Seating, Flooring, Lighting, Files.** pp. 109-135. A special design file of new products is presented for the reader's consideration in each category.
- Annual Directory Issue/Classified Directory Listings:**
Index to Classified Product Listings, p. 151.
Contract Manufacturers: Alphabetical Listing, pp. 152-166.
Associations & Societies, p. 167.
Marts & Permanent Trade Exhibits, p. 167.
Classified Product Listings, pp. 172-262.
Showrooms, pp. 264-274.
- Product Showcase: SPI Lighting.** p. 44.

FEBRUARY 1979

- Hospital Outlook: Fewer Bedded Facilities, More Ambulatory Units.** pp. 48-53. Cost cutting drives, tough regulations tabbed as reasons for changing hospital profile, retrofitting saves money.
- Freestanding Bed Made Possible by Service Module.** pp. 54-57. Ritchie Organization designs ceiling-hung cube unit providing total bed access at Baptist Medical Center, Birmingham, Ala.
- Medical Center Operates on Good Planning.** pp. 58-59. Three unifying areas and a careful break-up of space provide interest and strong circulation patterns for Centro de Salud by Marshall Brown.
- Sterile Delivery Room Gives Birth to Homelike Setting.** pp. 60-61. Prospective mothers are reserving rooms far in advance at the Valley Birth Center designed by Jean Crane and photographer Joey Fischer.
- Scope of Health Care Products Aimed at Patient, Employee Needs.** pp. 62-66. Medical furnishings emphasize orthopedic design, flexible use, and durability.
- Innovations Signal More Humane Approach in Health Care Design.** pp. 67-71. By Alexander F. Styne and Suzanne A. Klesh. An industrial designer and an architectural sociologist look at the relationship of a physical design and proxemic relationships in health-care facilities.
- Flammability Voluntary Standard Favored Over Government Action.** pp. 72-73. Imminent decision by government safety commission on adoption of flammability standard will have a profound effect on contract furniture industry.
- Human Factors Design More Important than Interior Space Look.** pp. 74-79. By Wesley E. Woodson. Newest designer dictum is not even "design from inside out," but start design from human being within.
- Energy, Computers Top West Week Topics.** pp. 80-83. Econom-

ics, management policies to be explored in PDC seminars.
Showroom: Turner. p. 31.

MARCH 1979

- Behaviorist/Designer: Interchange is Key to Problem Solving.** pp. 56-61. By Maria Giesey, ASID. Designer's visual-imaging and behaviorist's verbal-narrative techniques provide space design solutions when each understands other's expertise.
- Design Firm Diversifies into Computer Space Management.** pp. 62-64. By Lawrence Lerner. President of SLS Environetics, pioneer space planning and design firm, peeks into electronics future and cautions office furniture producers.
- Offices are Showcase for Energy-Saving, Sound-Control Products.** pp. 68-73. Master Recessed Systems, Melville, N.Y., commissioned CD/3 to design offices using its own products as a display of its capabilities.
- Factoring Office Humanized With Low-Cost, Inventive Design.** pp. 74-77. Drywall partitioning, doorless offices, and building standards are treated in custom fashion by Neville Lewis Associates for New York branch of Crocker Bank.
- Office Landscape Reflects Function.** pp. 78-79. For Navigator's HQ, Administrative Director Allan Lunsford designed an open plan to facilitate communications flow based on an organizational survey done by the Quickborner Team.
- Tri-Axis Plan Spawns Efficiency.** pp. 80-81. Burger King's new regional office, planned by Business Interiors, has tri-axis modular plan for flexibility and inter-action between departments.
- Office Furnishings Get Plusher.** pp. 82-89. Upholstered sides, sled bases, and more chrome in table lines add luxury look to contract offerings.
- Product Showcase: Hardwood House.** p. 38.
Showroom: R-Way. p. 42.

APRIL 1979

- Hospitality Industry Expanding at Hot Pace.** pp. 64-65. Business is booming in the hotel industry, from world class hotels through the middle, as many older hotels undergo renovation.
- 1,200-Passenger Floating Hotel Provides Escape Environment.** pp. 66-69. TSS Festivale interior, designed by Architect Joe Farcus and Designer Carole Farcus, varies moods for cruising passengers from slow and lazy to hot and flashy.
- New Restaurant Prototype Attracts Young Sophisticates.** pp. 70-73. Housed in a quiet low-key exterior, The Grate Steak has a colorful, lively interior, designed by Rossetti Associates to update family-style chain.
- Eastern Earns Wings Every Day in New Club.** pp. 74-77. Robert M. Skaler, AIA, and James Murphy create Colonial design for Airline's Philadelphia Ionosphere Lounge.
- Twin Soaring Atriums Provide Spectacular Setting for Hotel Anatole.** pp. 78-81. Trammell Crow's new 1,000-room Loews Hotel incorporates striking art program and luxurious interior space design by Tricia Wilson & Associates, Dallas.

Continued on page 106.

Don't Forget Maintenance When Lighting Hotels. pp. 82-84. By Alexander Bonvini Jr. Lighting design is only as good as its ease of maintenance, yet it cannot be the only consideration in designed light.

Multi-Use Hospitality Furnishings Take on Clean, Uncluttered Look. pp. 85-89. Furniture emphasis is on easy maintenance surfaces and application in a wide variety of installations.

Confessions of a Kickback Taker: Little Things Mean a Lot. pp. 90-93. Techniques for getting and giving kickbacks range from the subtle to the blatantly with existence of the practice denied by everyone.

Showroom: Cado/Royal System. p. 34.

Product Showcase: Herman Miller. p. 42

MAY 1979

NEOCON XI: 25,000 Contract Specialists to Attend 3-day Event. pp. 104-141. CONTRACT's guide to NEOCON examines seminars, systems, office furniture, fabrics, and carpets. Includes guide to showrooms, keynote styles, and covers exhibitors' marts.

Saudi Can Be Profitable—If You Know the Rules. pp. 142-145. An exclusive interview with Douglas M. Harrell and Glen J. Keller, Western Contract International, gives insight to working in Mid-East.

Computer Giants Will Not Gobble Us Up, Say Furniture Execs. pp. 146-149. Systems manufacturers respond to Lawrence Lerner's warning (March 1979 CONTRACT) with an optimistic forecast of tomorrow's electronic world.

Product Showcase: Gia. p. 74

Product Showcase: Harter. p. 84.

JUNE 1979

Red Tape Less Entangling Below Federal Levels. pp. 108-111. Despite unalterable budgets and inevitable red tape, architectural/space design firms are basically pleased working with state, county, or municipal governments.

Multi-Level Court Yields Three-Tier Design. pp. 112-115. West Windsor Municipal Building, designed by Robert Hillier, houses distinctly different functions.

Office Environment Serves As Action Planning Center. pp. 120-123. Ferendino/Grafton/Spillis/Candela implement a program for the Miami Development Center boasting action planning center with full media capabilities.

Facilities Shed Institutional Look. pp. 124-125. Two Ritchie Organization projects presently in the planning stage, feature adaptable space both inside and out for mentally retarded residents.

New Government Regulations May Hamper Innovative Design. pp. 126-129. By Norman De Haan. Noted Chicago space designer outlines the problems and strengths of the new Illinois Accessibility Standards.

GOFW Unravels Red Tape in Federal Design Work. pp. 130-131. Arlington, Va., contractor simplifies Federal specification maze by decoding the General Supply Schedule for designers and manufacturers.

Lateral File Standard is BIFMA'S Latest Contribution to Safety. pp. 132-134. In six years, the Business & Institutional Furniture Manufacturer's Association has made giant strides in standardizing safety standards for industry.

CSI Technical Convention Zeros in on Risk Management. p. 135.

NEOCON Update: Pre-Registrations Inundate Mart. p. 136.

Continued on page 112.



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Product Showcase: Am Se Co. p. 70.

Showroom: Pace. p. 74.

Showroom: Howe. p. 82.

JULY 1979

CONTRACT 1979/80 Open Plan Specifier's Guide. pp. 66-96. Comprehensive listing of open plan sources and their products.

Check T/A for Visibility, not Quantity of Light Alone. p. 97. By Ernest Wotton. Noted lighting consultant points to visibility based on ESI for good task/ambient system in the open plan.

Ceiling Lighting Focuses on Energy Savings. pp. 98-101. By James E. Sulewsky and Donald R. Cunningham. Acoustical specialists from Acoustical Design Inc., Mendham, N.J., outline formula for achieving sound acoustics in the open plan, which can otherwise fail from lack of sound-absorption, too much reflection, and not enough masking sound.

Invasion of the Privacy Snatchers Foiled by Masking Marvels. pp. 106-109. As open plan becomes more and more a corporate way of life, masking sound systems are being tailored to fit specific needs.

Product Showcase: Charleston Carpets. p. 54.

Product Showcase: Herman Miller. p. 56.

AUGUST 1979

Designer's Saturday Gears for Huge Turnout. pp. 78-96. Official guide to Designer's Saturday, October 5 and 6, previews this

unique 2-day market in New York City. Thirty member manufacturers will open their showrooms to the design community.

High Tech, Low Cost Combine in Office Within A Warehouse. pp. 97-99. Corporate headquarters of Mercedes Distribution Center by Leonard Colchamiro, PC, AIA, provides unique esthetic professional offices in warehouse environment.

Revamped Warehouse Brings Tax Credit. pp. 100-103. In the rehabilitation of its own offices from an old warehouse, Harold K. Major & Associates, San Francisco, found added benefits in the form of tax breaks.

\$700,000 Recycling Makes Seedy Structure Pay For Itself. pp. 104-109. By Kenneth Parker, President, Kenneth Parker Associates. Designer Ken Parker details how an old grain elevator in Philadelphia was transformed into efficient offices for his firm and a residence for himself.

Comprehensive Space Study at UC Offers Remodeling Options. pp. 110-113. By Sam Davis, AIA, Associate Professor of Architecture. "University Hall Environmental Design Study" is working document to stimulate new approaches to space use at University of California.

Product Showcase: Thonet. p. 40

Showroom: Sunar. p. 42.

Showroom: Steelcase. p. 46.

SEPTEMBER 1979

Who's Who in Midwest Contract Design. pp. 72-97. 37% sold \$230 million in furniture, furnishings in 1978; survey reveals massive trend possibility in rest of USA. Universe of 391 contract specifiers respond to CONTRACT's fourth poll.

Continued on page 117.

New! Premier Series

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Eclectic Art Offerings Stress Bold Colors and Soft Textures. pp. 98-107. *CONTRACT* editors were delighted with the outpouring of submissions for this arts and graphics article. Emphasis on textiles, tapestries; ebb in hard edge.

Old Persia Sparkles at New Shah Abbas. pp. 108-111. Exotic flavor of Persia in 16th and 17th Centuries is recaptured in the Shah Abbas restaurant and lounge, New York, the intricate and superbly detailed settings by Iranian designer Mehdi Ebrahimi.

Skating Plus Roller Skating Rink Combines Esthetics with Utility. pp. 112-115. Dramatic use of huge mural carpet, lighting of profit centers, and vandalproof interior surfaces conceived by Sumner & Associates.

Studded Rubber, Vinyl Tile Blends Esthetics with Easy Maintenance. pp. 116-117. Hard wearing, easily cleaned, sound-absorbent, and fire-retardant materials provide expanding contract specification possibilities.

Product Showcase: Am Se Co., p. 50.

Product Showcase: Gold Medal. p. 54.

OCTOBER 1979

Down With the Old, Up With the Old. pp. 66-71. As demonstrated by Charles Hilgenhurst & Associates for East Cambridge Savings Bank, an expansion need not follow style to remain in keeping.

No Partition Open Plan in Large, Two-Floor Bank. pp. 72-75. Bank of Montreal, by Sam Dewairy and Marshall Cummings & Associates, uses numerous plants for psychological partitioning of traditionally furnished offices.

Savings Bank Saves Energy Too. pp. 76-79. First bank building in

Connecticut ever constructed for solar energy designed by Kenneth F. Parry & Associates and Financial Concepts.

Banks Can Save Money With Long-Range Facilities Plan. pp. 80-83. By Jeffrey E. Clark. With the aid of a computer, a specialist in bank facilities shows how banks and their designers can profit from long-range planning.

Bank Image Doubles With High-Quality Furnishings. pp. 84-89. Banks vie for business by conveying solid, sound images through design.

Simplifying Elements Yields Greatest Graphic Impact. pp. 90-93. The writing on the wall may not always reach its intended audiences.

New Signage Resists Pollution, Graffiti. pp. 94-95. Sign makers meet diverse design program needs with emphasis on protective coatings, changeable parts.

Whole is Only as Good as Sum of All Components. pp. 96-97. Individual pieces are selected for specific function and standards of quality.

Purchasing Services Keep Check on Escalating Costs. pp. 98-99. Growing importance of purchasing firms can be traced to such bonuses as saving client money, freeing the designer, and keeping budgets under control.

Product Showcase: L.E. Carpenter. p. 50.

Showroom: Cramer. p. 54.

NOVEMBER 1979

Thonet Takes Top IBD Award. pp. 82-90. Institute of Business Designers/*CONTRACT* Product Design Competition rewards truly innovative seating design and 29 other furnishings winners.

Continued on page 118.

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INDEX OF 1979 ARTICLES—continued

Barrier-Free Design: V.A. Designs Own Offices to Aid Handicapped. pp. 91-93. Open plan incorporates five-foot circle to permit 360-degree wheelchair turns, more space at workstations, and other amenities for handicapped.

Law Firm's Many Private Offices Shaped by Systems Furniture. pp. 94-99. LCP Associates gives new meaning to systems furniture for law firm of Shearman & Sterling, where file systems become permanent walls for private office and clerestories filter in ambient light.

Open Plan Modified for Maximum Daylight. pp. 100-103. RMM Associates places glass-partitioned offices along window walls for optimum views and daylighting for Allied Mills.

Home Is Where the Office Is. pp. 104-105. Blurring the edges between home and office, designer Kirk White provides Sperry & Hutchinson president with pleasing alternative.

Three-Volume Facilities Guide Sets Corporatewide Criteria. pp. 106-111. Gensler & Associates' comprehensive manual for Continental Corp. details step-by-step design/planning procedures, from acquiring space to systems specs for U.S./Canadian offices totaling 6.4 million sq. ft.

Office Furnishings Trend to Smaller Scale. pp. 112-121. Bullnose edges, chrome reveals, and leather upholstery add elegance to contract office design.

Fire-Retardancy and Stain-Resistance Stressed in Fabrics. pp. 122-127. Combining the endless array of geometrics, intricate florals, and tweeds on the textile market, CONTRACT presents a cross section of latest upholstery, drapery introductions.

Product Showcase: Castelli. p. 50.

Product Showcase: Atelier International. p. 56.

DECEMBER 1979

Computer and Creativity in Cost-Effective Store Design. pp. 58-62. Leon Hoffman Associates, Los Angeles, developed a computer-supported design process that provides vital data in store planning.

Institute of Store Planners Combines Many Disciplines. p. 63. Many talents from drafting to knowledge of merchandising are requisites of membership in 750-member national and international organization.

Arches Distinguish Gucci Showplace. pp. 64-65. Hammel Green & Abrahamson transform a humdrum Minneapolis storefront into Gucci's sixth and latest branch of elegant world-wide boutiques.

Events of '50s Bring New Delight to Burdines. pp. 66-71. Work for Burdines is evolutionary, says Kenneth Walker, Walker/Group, and the Plantation, Fla., store marks a milestone in that process.

Diamond's Is A Manager's Best Friend. Design firm Low Real created a store that can change departments in the blink of an eye with movable walls.

Slow Traffic At Top Boosted in Mall. pp. 76-81. Post-occupancy evaluation conducted for CBT's Crimson Galeria in Harvard Square led to changes in tenancy, signage, and lighting.

Luminous Ceilings, Display Systems Highlight Store Merchandise. pp. 82-85. Product review reveals versatile display systems.

Verticals and Venetians Help Control Escalating Energy Costs. pp. 86-87. Keeping out the sun's rays can be done in a variety of materials.

Rough-Hewn Ceramics, Classic Styles Keep in Step with Flooring. pp. 88-91. Wide latitude in decorative hard flooring.

Sophisticated Design Marks Desk Accessories. pp. 92-95. Pop-up cards, electronic clocks, marble and crystal materials.

Product Showcase: Bloomsburg. p. 44.

Product Showcase: Kwik File. p. 46.

Contract Product Directory starts page 187.

